

EMPLOYEE SPOTLIGHT



Allison Gjuka

Marketing Director
Accent Decor
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> Like most of the United States, the office staff at Accent Decor worked from home during the COVID-19 shutdown. In the creative department, staff relied on emails and video calls to keep business on track. That's where Allison Gjuka comes in. She manages the creative team that brings marketing strategies to life through various digital channels, showroom support, strategic partnerships and more. "It's amazing that, as a generally small organization, we're able to produce and execute on projects big and small," she said. "There's a lot of energy — I've missed that working from home. I'm looking forward to interacting with our team in person."

Best part of my job:

"The daily collaboration with the people on my team. I'm so impressed with the content they create on the website, the way they build photoshoot sets, our stunning photography and how the showrooms are merchandised and brought to life. I love that I get to work with such cool and creative people all the time."

Design trend I'm digging:

"I'm loving any and everything related to plants — count me in on the power of Green! Incorporating plants into the home is taking off even more with COVID as people discover the many mental health and well-being benefits that plants deliver. We designed Plantcessories to include planters, plant stands, plant hangers, watering cans — everything to display and care for plants in style. The products feature lots of fun colors and textures. Our plan was to launch this trend collection this summer and we're delighted to offer these products as the rise in plant care has no end in sight."

How we use social media:

"We recently launched customer image galleries on our website. The galleries feature beautiful images of arrangements, weddings and interiors created by our customers and shared with us on Instagram. The content is so, so good. It's such a fun way to inspire creativity and celebrate our talented customers!" 🌿

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HR CORNER

Talk to Your Team

We have all received a flurry of articles offering guidance regarding reopening the workplace during the pandemic. Safety guidelines are vitally important and need to be immediately put into place. The most important "to do" in reopening the workplace, however, is helping instill confidence and a sense of calm with your employees. How can you do that? Ask the following:

- What would make you feel comfortable coming back to the workplace?
- What are your areas of concern about working in this environment? What are you afraid of?
- What suggestions do you have to deal with those concerns?
- What ideas or suggestions do you have to shift the business and our offerings in this next phase of COVID-19?

You cannot address concerns or make the best decisions for reopening or pivoting your business if you have not asked these questions to the people most affected. This requires courage, vulnerability, and being open to listen when you do not know what you will hear.



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